

Tourist Satellite Account for regional decision making

Ludmila Dömeová, Lucie Petříčková, Rudolf Zeipelt

Czech University of Life Sciences in Prague

Introduction

The issue of the Tourist Satellite Account (TSA) is quite new. If the state decides to fill it – it is obviously on a country level. The more precise regional subdivision has been yet an exemption. TSA consists of a number of connected tables. The complete filling on a country level includes summary of many statistical sources in combination with various estimations. That's why regional subdivision is an extremely complicated and demanding task. The TSA has not been constructed in Czech Republic on a country level completely. We tried to propose the regional TSA. In this proposal we concentrated only on the demand side of the account (the consumption of the tourism) and estimation of the most frequently demanded information - so called HDP of tourism, respectively its relative value towards the economy of target region.

The important precondition for regional TSA we see in data sources for state TSA. This data should be supplemented by information which are available in regional subdivision to all regions (in case of exclusivity of some phenomena only for one or several regions). Keeping the time and methodological comparability all used sources is very important. Because all suitable and useful data do not exist we are sure that the creators of future will be compelled to use a great number of simplifications and expert estimations. The statistical reliability of input variables therefore will have to be evaluated separately for each case.

The result of TSA for Czech Republic has been published only for period 2003-2005, so the regional subdivision must follow the same interval.

Material and Methods

The data on the demand side of TSA are covered mainly from existing researches of the tourism. The researches are not made directly for the purposes of TSA but they are targeted to the needs of local users and to fulfill the EU legislative on the field of statistic of tourist trade.

The statistical investigation of a visit rate to mass accommodation facilities (MAF)

This investigation is provided by the Czech Statistical Institute in order to ascertain the number of coming and staying over tourists. The tourist is sectionalized to residents and non-residents (and then according to their home country) in different categories of the accommodation facilities. The investigation includes average number of employees and the rate of occupation of beds, rooms, hotels and pensions. The results are published quarterly for whole Czech Republic and for regions (NUTS3).

The capacity of MAF

The subjects of investigation are facilities which are designed for accommodation of guests for purpose of spending holidays, recreation, spa cure, business travel, conferences and courses, children summer and winter camps, schools in nature, etc. The accommodation facility must have at least 5 rooms or 10 beds to be in the category "mass". The accommodation facility with lower capacity is in the category "individual" which is not observed since 2002. The investigation on the accommodation facility search for: qualitative category, number of rooms and beds, number of places for tents and campers, average price for accommodation for one person and year, offered services, operation in seasons. It is an annual task based on a specific list of accommodation facilities. The result of this investigation is used for upgrading of the list. The investigation is ground, contains all MAF, results are to December, 31 or to the date when the facility offers the last service during the calendar year.

Tourism sample inquiry

The tourism selections trace deals with the information of home and exit tourism of Czech residents. It has been in operation since 2003 as individual research in households. The persons over 15 years are interviewed on their travels outside their usual neighborhood including short and long travels, business trips and one day trips. The cost of these travels and trips are also investigated. The data from sample inquiry are recalculated using coefficients to whole population older than 15 years.

Incoming tourism

The investigation of incoming tourism has been provided since April 2005 consecutively on 18 road border checkpoints, 2 railroad stations and on the Prague Ruzyně Airport. The data are used for estimation of number of foreign visitors (subdivided into tourists, one day visitors and transit), their structure and their costs and other connected characteristics. The investigation is face-to-face on exit of Czech Republic. The minimal sample is 25 000 persons per year. The investigation is in cooperation with the Ministry of Local Development (independent research is realized by company STEM/MARK).

The main source in the offer side of TSA is the statistics of national accounts: data on production, consumption, import, subsidies, grants and creation of gross fixed capital. The time delay (6-10 months) and not enough subdivision of the data may be a problem for the needs of tourist trade. It is necessary to use estimations which can be incorrect. The risk of inaccuracy is higher for roughly subdivided sources.

From the point of view of regional development there are available only data on gross value added and gross national product. For the present the subdivision of the offer side to the regional level is not perspective.

There are also other sources which can be used for evaluation, specification and improvement of the national accounts. There is analysis of tourism realized by the office Czech Tourism in cooperation with the company GfK. These subjects realized a big investigation on regional level "monitoring of Visitors in Tourist Areas in Czech Republic". This investigation was focused on structure of visitors, leisure activities, satisfaction with tourist services offer and with the quality of services and level of equipment. Two phases has been realized (June – September 2005/ 30,5 th. of respondents; December 2005 – March 2006/ 26 th. of respondents), the third phase is before termination now. The methodology used, localization and data classification are the main challenges of the investigation.

Results and Discussion

The tourist trade expenses are coming from 3 sources –types of tourism. Each type of tourism is mapped by different data that's why we describe each of them in a chapter.

Expenses: Incoming tourism

There is a brand new investigation on border checkpoints since April 2005. This investigation was prepared with the respect of TSA and it helps to fulfill the gaps in statistical data on tourist trade. Not all data has been subdivided to regional level, yet.

The incoming tourism is very important for Czech Republic. More than half of the expenses in tourism are paid by foreign citizens. From the regional point of view we can say shortly that the importance of incoming tourism is going down in the east direction. The most important is in Prague where the foreigners realize more than 90% of stays over. The lowest share is in the Moravia-Silesia Region, Vysočina and Pardubice Regions (about 15 %). The incoming tourism expenses must be calculated separately for tourists (with overnight), for one day trips and for transit. There are data for each group on number of persons and average expenses.

The expenses recorded on borders are valid for the whole republic but there may be regional differences in prices, structure of consumption.

The structure of expenses is complicated in advance depending on the home country of tourists. The expenses are calculated as direct expenses made in Czech Republic and part of advance payments. Some payments from other countries should be then shifted to Czech Republic. We mean mainly payments for accommodation, food, transport and services which the tourists paid in advance to travel agencies.

For estimation of these payments similar payments of Czech tourist scan be used. The estimation must be recalculated because the share of travels organized by travel agencies is much higher for Czech people (at least twice) than for foreigners.

Expenses – tourism of Czech citizens

The home tourism is supported by higher number of data items which are already in regional subdivision. The bigger share is in Moravia what is cause by weak incoming tourism not by strong home tourism. In Czech part of the republic, the home tourism is important in Central Bohemia region because there is located a great number of facilities used by inhabitants of Prague and other big cities (weekend houses).

The source of data is the tourism sample inquiry made in household. This inquiry includes only person over 15 years. It is possible to use the older investigation (1999-2002) which included also the travels of children. Because the expenses of children are lower, it is necessary to calculate approximately with one half of expenses of adult.

The expenses include only payments made in Czech Republic before travel abroad. So in the case of travels abroad we definitely cannot take them as total expenses. Also the regional subdivision is not accurate because the petrol can be bought completely before the travel, the trip can be bought from travel agency in other region.

More important is the exit tourism for regions without attractive places (lower incoming tourism) or the regions on borders with high number of one day trips. The exit tourism is important especially in the Moravia-Silesia region where the relative closeness of bigger cities (Ostrava, Opava, Karviná, Havířov, Český Těšín in Czech Republic and Rybnik, Jastrabie Zdrój, Racibórz, Cieszyn in Poland) allows high number of short trips for shopping.

Conclusions

The proposed model has been simplified. Following survey points out the simplifications and in the same time advises for possible future development of the proposal of regional subdivision of the tourist HDP:

- The expenses of foreign visitors do not contain regional differences.

This can be improved using the inquiry from border checkpoints.

- The number, costs and course of transit travels

The monitoring of transit visitors can be improved by newly defined outputs of the boarder investigation. The goal is to map main transit routes which will enable better distribution of expenses to regions.

- The share of expenses before the travel and during the travel is not subdivided into regions

The precise data can be obtained from the household inquiry in demanded statistical reliability.

- Influence of different reasons of travel to the share of money spent in Czech Republic

The big difference is for the shopping tourism. The travel expenses are higher and bigger amount of money is spent in the target place of the trip.

- The trips from the place of accommodation

The model does not take into consideration the case when the person is accommodated in one place and make trips to other regions where he/she spends money. This distortion is important in the Central Bohemia Region. Some tourist stay outside Prague because it is cheaper but visit Prague, other tourists stay in Prague and visit for example Kutná Hora or Český Krumlov.

- Payments to other regions

The payments made outside Czech Republic are transferred to the target region of the travel. Sometimes it is not accurate because for example the incoming or transport agency is from other region. There are not sufficient data available for estimation of this incorrectness. The same problem is with the exit tourism organized by travel agencies.

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Summary

The contribution deals with usage of data from tourist satellite account for decision making on regional level. The most important question is how to recalculate the information on national level to regions. The contribution contains proposal of the recalculation. The described proposal is in the same time evaluated and discussed. The potential sources of incorrectness are pointed. The subdivision of tourist expenses is very difficult particularly in Czech Republic because the tourist trade is focused only in several places with majority of activities in Prague, the capital. The realization of regional accounting should be valuable for lowering the regional disparities in Czech Republic.

Data about Authors

Ludmila Dömeová, Ing. CSc., field of interest: objective methods for decision making

Czech University of Life Sciences
 faculty of economics and management
 department of systems engineering
 Kamýcká 126
 165 21 Praha 6 Suchdol
 tel. +420 24382384, domeova@pef.czu.cz

Lucie Petříčková, Ing. CSc., field of interest: statistic of tourism

Czech University of Life Sciences
 faculty of economics and management
 department of statistic
 Kamýcká 126
 165 21 Praha 6 Suchdol
 tel. +420 24382004, petrickova@pef.czu.cz

Rudolf Zeipelt, Doc. Ing. CSc., field of interest: statistic of tourism

Czech University of Life Sciences
 faculty of economics and management
 department of statistic
 Kamýcká 126
 165 21 Praha 6 Suchdol
 tel. +420 24382004, zeipelt@pef.czu.cz

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